

Message Text

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ACTION EB-07

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TAGS: BEXP, TS
SUBJ: IN-STORE PROMOTION - MAGASIN GENERAL

1. DURING CALL BY EMBOFF, A. CHAOUCH, PDG, MAGASIN GENERAL, STATED THAT VIRTUALLY ALL MERCHANDISE FOR IN-STORE PROMOTION FOR WHICH LICENSES HAD BEEN APPROVED HAS NOW ARRIVED. ARRIVAL SOMEWHAT EARLIER THAN HE HAD EXPECTED, AND, GIVEN FACT PAYMENT FOR MERCHANDISE WAS MADE SEVERAL MONTHS AGO, HE COULD NOT HOLD GOODS IN WAREHOUSE FOR EXTENDED PERIOD AWAITING APPROVAL ADDITIONAL IMPORT LICENSES. AS DEPT AND USDOC WILL RECALL, PROBLEMS WITH IMPORT LICENSES HAS RESULTED IN SMALLER THAN ANTICIPATED VALUE AND RANGE OF GOODS AVAILABLE FOR PROMOTION.

2. CHAOUCH HAS REQUESTED THAT HE BE ALLOWED TO CARRY OUT PROMOTION IN TWO STAGES - ONE IMMEDIATELY (NOVEMBER 24-28) AND AGAIN IN SPRING WITH MERCHANDISE ORDERED AGAINST LICENSES PROMISED DURING JOINT COMMISSION. ALTERNATIVE WOULD BE SINGLE STAGE PROMOTION NOW INVOLVING APPROXIMATELY \$125,000 IN MERCHANDISE, OR HALF OF ORIGINALLY PROPOSED TOTAL. CHAOUCH HAS BEEN INFORMED THAT LATTER POSSIBILITY INVOLVES REIMBURSEMENT OF MAXIMUM \$12,500 AGAINST PROMOTIONAL EXPENSES.

3. CHAOUCH APPEARS COMMITTED TO IMMEDIATE PROMOTION AND SALE OF MERCHANDISE CURRENTLY IN WAREHOUSE. SUCH PROMOTION, WHILE UNCLASSIFIED

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RATHER INCOMPLETE REPRESENTATION OF AMERICAN CONSUMER-GOODS,

WOULD SHOW QUALITY AND CATEGORIES OF SOME GOODS NOT CURRENTLY AVAILABLE IN TUNISIA. ON TUNISIAN SCALE, PROMOTION COULD BE A SUCCESS. SECOND STATE OF PROMOTION COULD BE HELD BEFORE END FY 76, PROVIDED LICENSES ARE FORTHCOMING, AND WOULD REPRESENT DIFFERENT TYPES OF GOODS TO HELP PRESENT MORE COMPLETE PICTURE OF AMERICAN CONSUMER GOODS MARKET.

4. EMBASSY RECOMMENDS THAT TWO-STAGE PROMOTION BE AUTHORIZED. WE WILL DO EVERYTHING POSSIBLE TO ASSIST IN MAKING NOVEMBER PROMOTION PROFITABLE FOR IMAGE AMERICAN CONSUMER GOODS IN TUNISIA, ALTHOUGH BASIC RESPONSIBILITY FOR ADVERTISING AND PROMOTIONAL CAMPAIGN RESTS WITH MAGASIN GENERAL.
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Margaret P. Grafeld
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